5 th IFF Associations’ Meeting in Neuchâtel, Switzerland 14th and 15th of December, 2019
Welcome and Opening by the IFF President

Mr. Tomas Eriksson
The IFF and our sport is at a crossroad and we need to define a new Strategy for 2021-2031, to decide upon the direction for the coming decade and need define the Growth Pockets.

As a part of that process we also will discuss the “Future of Floorball” – Namely what our sport will look like in the future and what game developments are needed.
We have achieved a lot of the objectives and targets defined in the present Strategy until 2020.

The number of countries has increased, and we have been included in the Multi-Sport Games.

There are a few important targets in front of us – increased sponsorship revenue, closing the gaps between our members, both on and off the field of play.

We need to have more countries affiliated with the NOC’s and Sport Confederations.

We need to look over our membership service, to help strengthen the operations of the member associations.
The Strategy Process is imperative for our future development and that we make the right choices to move forward together with all 74 members and all of our stakeholders.

The IFF is an Association of Associations, so it is vital that you all participate in setting the direction and targets for the 2032
The Agenda of the meeting
<table>
<thead>
<tr>
<th>Start</th>
<th>End</th>
<th>Saturday 14th</th>
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<tbody>
<tr>
<td>08:30</td>
<td>08:40</td>
<td>Opening (TE)</td>
</tr>
<tr>
<td>08:40</td>
<td>09:40</td>
<td><strong>IFF License System 2.0 Effects and Tier System</strong> (VH)</td>
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<td></td>
<td>- Pair work analyse own position and Tier Group</td>
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<td>09:40</td>
<td>09:55</td>
<td><strong>Coffee break</strong></td>
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<td>10:00</td>
<td>10:45</td>
<td><strong>Keynote Speech Timo Lumme, IOC Marketing Director</strong></td>
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<td>Strategic issues, Marketing and Visibility</td>
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<td>Q/A</td>
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11:00 11:30  Strategy Process, Floorball Growth pockets and Future Direction (JL)

11:30 12:30  Workshop: How to secure continued growth of Floorball
             30 min discussions and 20 min debriefing

12:30 13:15  Light lunch

13:15 14:15  Workshop 2: What is needed to reach the Strategic Targets
             30 min discussions and 20 min debriefing

14:15 14:20  Recap of the Day (TE)
Start  End  Sunday 15th
08:30  08:40  Opening Day 2 (FS)
08:40  09:35  Regional Development (10 min)
          - AOFC Projects Referee education, Ms. Binbin Lin, SFA Board members
          - Building Coach and Referee Educational Systems (VH)
          - Danish NOC Project, Carsten Nymand Provstgaard, Floorball Denmark
          - Africa Cup - source of development, Mr. Paul Maina, President KFF
          - Czech Street Floorball, Mr. Filip Suman, Czech Floorball President
09:35  09:45  Status of Future of Floorball, Mr. Martin Klabere, IFF RACC chair
09:45  10:25  - Group work: How to combine the format of Playing and closing of the Gap
10:25  10:45  Coffee break
10:45 11:45  **How to activate women in Floorball**, Ms. Kaarina Salomaa, IFF CB member
Activation workshop

11:45 12:45  **TWG 2021 (JL)**
How is USA is preparing for the Event (10 min)
Workshop: How can we make it an Event for all of Floorball
Ideas for Promotion and Activation
Best Slogan for TWG Floorball proposal will be rewarded

12:45 13:00  **Next Events**
WFC 2021 Uppsala, Sweden, Ms. Ebba Wengström, Project manager U19
WFC 2020, Ms. Anna Lindström, Director Uppsala Convention Bureau
WFC 2020 Helsinki, Finland, Ms. Hanne Pirkola, Event Director

13:00 13:05  **Recap of the Day, the closing of the IFF Associations’ Meeting (TE)**
IFF License System 2.0 Effects and Tier System

IFF Operations Manager Veli Halonen
IFF License System 2.0 has been decided by the IFF CB in spring 2016 and it has been approved by the IFF GA in Prague in 2018.

- The purpose is to help the IFF members, not to judge or criticise.
- The more we know about the facts the easier it is to develop together.
- We can together define the needs to be able to choose the right path.
- We will today define your position.
- The IFF carried out a survey in 2018 among its member associations in order to define the tier groups
- Out of 43 member associations, which replied, there were only two, which made it to the tier group 3
- The biggest challenge were the required policies, such as Good Governance, Conflict of Interest, Code of Conduct
- In many cases the policies existed in some format, but were not approved by the national CBs and not been informed nor delivered to the members of the associations
- Marketing activities were minor in most of the associations
- Competition activities were quite strong in most of the IFF member associations
License Requirements and Tiers

- The IFF License System 2.0 is designated to determine if a member association is in principle ready both from an organizational and sporting perspective to register and participate in a certain level of the IFF competitions.

- In order to be able to consider the level of activities country by country, the license requirements have been split in three different tiers, which will allow each country to be included in the International Competition structure.
<table>
<thead>
<tr>
<th>REQUIREMENT</th>
<th>PROOF</th>
<th>TIER 1</th>
<th>TIER 2</th>
<th>TIER 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.0 Registered Organisation in their country with Governmental body</td>
<td>Certificate</td>
<td>X</td>
<td>X</td>
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</tr>
<tr>
<td>2.0 Recognised with NSO and/or NOC</td>
<td>Letter from NOS/NOC</td>
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<td>X</td>
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<tr>
<td>2.1 Have been IFF members for at least 12 months</td>
<td>Application date</td>
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<tr>
<td>3.0 National Championships being played</td>
<td>Annual report including results</td>
<td></td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>3.1 National Tournaments being played</td>
<td>Annual report including results</td>
<td></td>
<td></td>
<td>X</td>
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<tr>
<td>4.0 Club Tournament being played</td>
<td>Annual report including results</td>
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<td>X</td>
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<tr>
<td>5.0 There is a CB in place</td>
<td>Document of proof</td>
<td>X</td>
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<tr>
<td>6.0 They hold (Annual) General Meetings</td>
<td>Copy of minutes</td>
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<td>X</td>
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<tr>
<td>7.0 They have a Bank account</td>
<td>Copy of Bank Statement</td>
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<td>X</td>
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<td>8.0 They prepare annual accounts</td>
<td>Copy of Annual accounts</td>
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<tr>
<td>9.0 They have a membership/license system in place</td>
<td>Details of structure</td>
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<tr>
<td>9.1 They have Player License system in place</td>
<td>Details of structure</td>
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<td>REQUIREMENT</td>
<td>PROOF</td>
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<tr>
<td>They have Policies/Procedures including a minimum of</td>
<td>Copies of policies</td>
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<tr>
<td>o Good Governance</td>
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<tr>
<td>o Conflict of Interest</td>
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<tr>
<td>o Codes of Conduct</td>
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<tr>
<td>o Equality</td>
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<tr>
<td>o Anti-Doping</td>
<td>X</td>
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<td>They have a Development Plan including</td>
<td>Copy of Development Plan</td>
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<tr>
<td>o Women</td>
<td>X</td>
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<tr>
<td>o Juniors/Schools</td>
<td>X</td>
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<tr>
<td>o Referees (Have International Referees)</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>o Coaches</td>
<td>X</td>
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<tr>
<td>They have a Mission/Vision Statement</td>
<td>Copy of Mission Statement</td>
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<tr>
<td>No debts due to IFF at time of registering for WFC/WFCQ</td>
<td>IFF Bookkeeping</td>
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<tr>
<td>No debts to IFF Member Associations</td>
<td>IFF Office</td>
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<td>Respect the IFF Marketing Rights and Rules</td>
<td>IFF Office</td>
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<tr>
<td>Hand in Reports to IFF</td>
<td>IFF Office</td>
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<tr>
<td>Website and/or Facebook/Social Media</td>
<td>IFF Office</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Marketing Plan</td>
<td>Copy of Plan</td>
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<table>
<thead>
<tr>
<th>Name of the Association</th>
<th>Tier Group</th>
<th>Name of the Association</th>
<th>Tier Group</th>
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<tbody>
<tr>
<td>Hungarian Floorball Federation</td>
<td>0</td>
<td>Iceland Floorball Committee</td>
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<tr>
<td>Philippine Floorball Association</td>
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<td>Floorball Association of Nigeria</td>
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<tr>
<td>UK Floorball Federation Ltd</td>
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<td>Slovak Floorball Association</td>
<td>1</td>
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<tr>
<td>Dutch Floorball Federation</td>
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<td>Floorball Canada</td>
<td>1</td>
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<tr>
<td>Israeli Floorball Association (ILFA)</td>
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<td>German Floorball Association</td>
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<td>Norwegian floorball association</td>
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<td>Austrian Floorball Association</td>
<td>1</td>
</tr>
<tr>
<td>Spanish Unihockey and Floorball Association</td>
<td>2</td>
<td>BFF</td>
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<tr>
<td>Floorball New Zealand</td>
<td>1</td>
<td>China Floorball Federation</td>
<td>1</td>
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<tr>
<td>Thailand Hockey Association (Thailand floorball)</td>
<td>1</td>
<td>Fédération Ivoirienne de Floorball</td>
<td>1</td>
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<tr>
<td>CAMEROON FLOORBALL ASSOCIATION</td>
<td>0</td>
<td>Japan Floorball Association</td>
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<td>Singapore Floorball Association</td>
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<td>Nigeria Floorball Association</td>
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<tr>
<td>Finnish Floorball Federation</td>
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<td>Slovenian floorball association</td>
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<tr>
<td>Kenya Floorball Federation</td>
<td>0</td>
<td>Latvian Floorball Union</td>
<td>1</td>
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<tr>
<td>Florbol Türkiye/Florbol Gençlik ve Spor Kulubu</td>
<td>1</td>
<td>Pakistan Floorball Association</td>
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<tr>
<td>Czech Floorball</td>
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<td>Ukrainian Floorball Federation</td>
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<td>Korea Floorball Federation</td>
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<td>Polish Floorball Federation</td>
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<tr>
<td>Federazione Italiana Unihockey Floorball</td>
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<td>AUSTRALIAN FLOORBALL ASSOCIATION</td>
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<td>Estonian Floorball Union</td>
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<td>Somalia Floorball Federation</td>
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<td>Swiss Unihockey</td>
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<td>France Floorball</td>
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<td>Liechtenstein Unihockey</td>
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<td>Floorball Denmark</td>
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<tr>
<td>Swedish Floorball Federation</td>
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<td>Floorball USA</td>
<td>1</td>
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</tbody>
</table>
- If you have any questions don’t hesitate to ask
- We can check these together
- Let’s try to make it to be simple
- Contact me if you feel you need assistance or back up
- halonen@floorball.sport
Coffee break
Keynote Speaker
Managing Director, IOC Television and Marketing Services
Mr. Timo Lumme
Timo Lumme
Managing Director, IOC Television & Marketing Services
THE WORLDWIDE OLYMPIC PARTNERS
The IOC’s total revenue for the 2013-2016 Olympiad, an increase of 7.6% from 2009-2012

$5.7bn
The equivalent sum distributed by the IOC every day to the wider sporting movement around the world is $3.4m.
The Process for a new IFF Strategy, Floorball Growth pockets and Future Introduction, Mr. Stephen King
The Process for a new IFF Strategy, Floorball Growth pockets and Future Direction

IFF Secretary General John Liljelund
In the Strategy for 2009-2020 there was the following objectives set:

<table>
<thead>
<tr>
<th>Achieved</th>
<th>Almost/Partly</th>
<th>Not achieved</th>
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<tbody>
<tr>
<td>Internationally approved</td>
<td>Increased Awareness</td>
<td>Financial growth</td>
</tr>
<tr>
<td>Building Brand Identity</td>
<td>Increased visibility SoMe</td>
<td>Number of Players</td>
</tr>
<tr>
<td>Healthy organisation</td>
<td>Increased TV</td>
<td>Olympic short-list</td>
</tr>
<tr>
<td>Visibility increase</td>
<td>Financial resources</td>
<td></td>
</tr>
<tr>
<td>Attractive sport for All</td>
<td>Financial growth</td>
<td></td>
</tr>
<tr>
<td>New formats and identities</td>
<td>Sufficient human</td>
<td></td>
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<tr>
<td>Financial resources</td>
<td>Members 75-80</td>
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<tr>
<td>Financial growth</td>
<td>WFC participation from 5</td>
<td></td>
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<tr>
<td>Increase of members</td>
<td>Closer to Olympics</td>
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<tr>
<td>World Games</td>
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<tr>
<td>Regional Games</td>
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The process for the renewal of the Strategy

- The IFF Central Board started the process for the building of the new IFF Strategy back in May 2019, by defining the following Growth Pockets which are needed to be enhanced, developed or created, in order to secure a future growth of Floorball Internationally.
- We need to work in these fields to be able to bring us forward
  - Awareness/Visibility
  - Sport Presentation/Appearance
  - Sport Development/Expansion
  - Governance, Sport Culture and Leadership
  - Service level to members
The Growth Pockets for Success

Awareness/Visibility:
- Broad awareness and recognition of the sport.
- Superior value and relevance delivered to key stakeholders

Sport Presentation/Appearance:
- High-quality sport experience delivered by motivated & dynamic stakeholders and health & well coached athletes

Sport Development/Expansion
- Constant innovation and collaboration built on trust, curiosity and common ambition within and across teams, networks, federations and other fields of sport

Governance, Sport Culture and Leadership
- An inspiring sport culture and environment powered by visionary and open/transparent leadership resting on shared sport values.

Service level to members
- Service for stakeholders, member federations, Streamlined and customer/fan value-based operations exploiting relevant digital and sport business expansion opportunities

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The IFF CB has decided to form a Strategy Task Force (STF), lead by Mr. Steve King, with the following members Merita Bruun (Communication) Junoh Lee (KOR), Kaarina Salomaa (FIN), Filip Suman (CZE), Michael Zoss (SUI), Helén Wiklund Wårell (SWE) and John Liljelund (IFF).

The Process is that
- the Task force has prepared the Strategy Workshop for the Association Meeting and based on the outcome the STF will start planning the structure of the Strategy Document and the content of it.
- The first version is to be presented to the CB in April.
- The Draft ver1 will be sent for consultation to the member associations and stakeholders, who will be asked for their feedback until end of June.
- Based on this a 2nd Draft will be prepared for the CB to discuss in August/September and after the CB approval it will again be sent for consultation and we urge the members/stakeholders to carefully discuss it.
- The STF will present their final proposal in the end of October to the CB, which will have to approve it after their input and it will then be sent to the Members as a part for the documents for the IFF General Assembly 2020 during the WFC in Helsinki, Finland.
Growth Pocket: Awareness & Visibility

- Events standing out
- Free-time versions of the game important
- WFCs to July/August
- Top country league matches to spread to e.g. Asia
- More TV time & TV spectators
- Steady mainstream TV product
- Producing and selling excellent TV-packages from the biggest events
- YouTube & Olympic Channel good steps, MAs must work harder to inform about platforms
- Global platform to watch games live from top countries
- On on demand TV in more countries

- Follow trends
- leading in new media
- Frontrunner in own digitalisation
- Need to utilise digitalisation (data collection, spectator experience)

- Utilise players and clubs, make stars
- Utilise the right people

- Follow/monitor actions
- More research to see where we fit in sports landscape, set KPI's accordingly
- Professional planning

- School system awareness/inclusion in all MAs
- More people know about the game in 2nd & 3rd level countries
- Progress in North America & Asia
- Known on all continents
- Same sport name
- Recognised sport in whole Europe
- Known by youth in new countries

- More research to see where we fit in sports landscape, set KPI's accordingly
- Professional planning

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Growth Pocket:
Sport Presentation & Appearance

- Equal Sport
- Gender balanced sport
- Safe & Clean sport
- Dynamic
- Healthy

- More countries fighting for the top placements - close the gaps

- Entertaining events
- More consumption driven
- Media/consumer friendly
- Creating entertaining atmospheres

- Floorball is a sport for masses, for all age groups
- More serious, professional look at the top level
- More feeling & Intensity
- Even faster game

- Include more game models
  - Shorter/compact
  - Stick to current game model
  - Alternative game models, but not in WFC
  - Alternative versions needed to meet requirements of fewer players in teams

- More sport-arenas instead of “gym halls” in more nations
- More games on a “floorball-floor”

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Growth Pocket: Sport Development & Expansion

- More regional competitions & seminars
- Own multisport event
- Own Floorball Canada Cups (European Championships)

- Flexibility to drive sport to new markets
- Shorter matches, ability to follow
- Better infrastructure

- Focus on youth & women
- Bottom up approach: becoming a lifestyle, connecting to challenges (health)

- Floorball to masses, bring to people, street floorball etc
- Floorball as profession
- Local referees
- Gender mixed teams a good alternative
- Social players to become licensed

- Big Asia countries + S. America, Africa
- Canada & USA
- Focus on small countries
- Focus on countries hosting multi-sport events
- Focus on developing what exists, EOTO
- Development assistance, & create "starter packs"

- Top 4 countries to support lower level countries
- Close the gap focus (5-10 focus)

- Exchange programs, use of volunteers to nations as coach/developer
- Big international companies as partners to help
- Responsible persons by region/country
- Invite key-persons from new countries to study the game at tournaments

- Focus on top countries & cooperate
- Focus on markets where we can win market share/big economics/large population/good position in int. sport org.
- Prioritise education (improve e.g. education/dev. website)
- Clinics and exhibition events in nations where young players are increasing

- Big international companies as partners to help
- Responsible persons by region/country
- Invite key-persons from new countries to study the game at tournaments

- Recognised by the SportAccord

www.floorball.org
Growth Pocket: Governance

- Good Governance
- Fair and equal
- Safe & clean
- Diverse and inclusive
- Transparency
- Professionalism
- Developing leadership

Growth Pocket: Sport Culture & Leadership

- Long term: Fully operational continental Confederations
- Employees with knowledge of top 5-10 MA
- More creative roles
- Change name to World Floorball
- Include the voice of the athletes
- Super Name

Growth Pocket: Leadership

- Larger office structure, personnel & funds
- Located in Lausanne
- Departments on every continent
- Open organisation with one representative from each MA
- New committees to handle different issues from different parts of the world (financially challenging)

- Include other sports, learn from big leaders outside
- Include Super Name into IFF
- Include the voice of the athletes
- Attract more women and youth
- Presenting a "clean" fairplay sport in all dimensions
- Work on floorball lifestyle, healthy living

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Growth Pocket: Service level

- IFF account management
  - More service to 2nd & 3rd level MAs
  - Development work with IFF office, direct contact to MAs to meet licensing criteria
  - Personal IFF contacts, at least during the first years of activity
  - IFF financial support to target MAs

- Fully open, responsive and structured

- Constant communication
  - More research needed in this field
  - Work to increase market value (international and national market groups key). Strong sponsors, long-time contracts to support

- Frontrunner on new media
  - Lobbying for floorball
  - Utilise digital tools also for development/education

- Common Strategic goals/vision
  - Set the goals together
  - Facilitate sharing of experience & transfer knowledge
  - See the shared advantages

- Recognised by the SportAccord

- Utilise the top 4 to help with developing 2nd level MAs
- Utilise 2nd level MAs to help with 3rd level MAs
- Global companies/sponsors to support floorball
- Utilise/service athletes
- Use floorball as opportunity to study abroad, create system to find a team

- Provide opportunities and pathways to allow MAs to participate in international events
  - Licensing system
  - Help with education for coaches, referees and board-members
  - More dev. support to small MAs

- More research needed in this field

- Work to increase market value (international and national market groups key). Strong sponsors, long-time contracts to support

- Frontrunner on new media
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  - Utilise digital tools also for development/education

- Common Strategic goals/vision
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  - See the shared advantages

- Recognised by the SportAccord
IFF Events & National Championships

- Regional Championships on every continent
- More regional competitions
- Floorball Canada Cup needed in all regions, European Championships like this
- When mega business reached, week-long CC with prize money
- European Cup for top & European qualifications
- Reduce amount of fees for int. club tournaments

- Closing gaps
- More competitors for top 8, WFC quarter-finals should be tight
- Higher demand for WFC participation (not too many teams to lower level)
- WFC format to change, more countries in WFC
- WFC flagship & top event
- Bigger WFCs, make better package for wider audience
- 20 teams in WFC final round
- WFC good at the moment
- Gap between male & female WFC will be similar
- Hard to get participation due to money

- Flexible game formats depending on condition
- Championships in July/Aug for more fans from Europe
- Can have different game formats, but not in WFC
- Do not change the rules because of external factors
- Junior categories

- We have better data about national championships
- 50% of MAs have national leagues
- 80% of MAs have national championships
- Among top 3 biggest sport in 10-15 countries
- Need to completely review the competition structure (appealing to wider audience, host city demands changing)
  - Developing the qualifications structure & stop calling it the “big 4”
  - Build own multi-sport event

- Recognised by the
- SportAccord

www.floorball.org
Multi-sport events

- Olympics priority, gives endless opportunity
- Difficult to get to Olympics, more than 14 years
- Olympics goal but not priority
- Olympics only when sport is more developed
- Olympics an Unrealistic goal

Yes to Youth Olympics, best chance for floorball
- YOG to be priority, youth structure important. Need to show that we are a big youth-sport
- YOG long-term goal, but 10-12 years not enough
- YOG not a realistic goal, developing grassroot level more important

Participation in World Games
- Same number of men and women to World Games

Participating with different game format
- Rules should not be changed for entering multi-sport events

Regional multi-sport events
- Important for Olympics
- Participation in Asian Games, PanAm Games, Eurogames, African Games, Mediterranean Games, Master Games, Special Olympics
- Regional multi-sport events if a way to Olympics
- Regional multi-sport events more achievable, but is it core strategy?

Multi-sport Events

- Multi-sport events important for floorball to get attention, awareness, good to be seen together with other sports
- Focus on countries organising multi-sport events

International Floorball Federation - Recognised by the SportAccord

www.floorball.org
A) what are the three most important Success factors for future Floorball development and
B) which are the three least important Success factors for future Floorball development:

- **A (most important):**
  - Increased awareness (National/International) (9)
  - Accessibility to play (5)
  - Becoming a Global International Sport (4)
  - Increased visibility (4)
  - National development (5)
  - Fun to Play (3)
  - Good Governance (3)
  - An interesting game (2)
  - Equality (2)
  - Inclusion of Floorball Internationally (2)
  - International development (2)
  - Relatively inexpensive sport (2)
  - Spreading the sport (2)
  - Focus on social inclusion, youth, women and accessibility (1)
  - Innovations not just new game innovations (1)
  - New game innovations (1)

- **B (least important):**
  - New game innovations (8)
  - Relatively inexpensive sport (5)
  - Fun to Play (4)
  - Good Governance (3)
  - Becoming a Global International Sport (2)
  - Equality (2)
  - Interesting game (2)
  - Accessibility to play (1)
  - Becoming an Olympic sport – not ready yet (1)
  - International development (1)
Strategy Workshop 1
How to secure a continued growth of Floorball?
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<tr>
<th>Group 1</th>
<th>Ms. Kaarina Salomaa</th>
<th>Germany</th>
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<th>Mr. Stephen King</th>
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<th>Mr. Filip Suman</th>
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<th>Mr. Carlos Lopez</th>
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<th>Ms. Helén Wìklund Wàrell</th>
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<th>Ms. Monica Birdal</th>
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<th>Mr. Michael Zoss</th>
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<th>Ms. Lidwien Reehuis</th>
<th>Venezuela</th>
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Strategy Workshop 2
What is needed to reach the Strategic Targets for Floorball Internationally?
Questions

- Most crucial factors that IFF must achieve and why?
- What Key Actions must IFF/National Associations take to secure continued growth?
- Most threatening factors for future positive development of Floorball
- In which fields and how do we need to develop our operations to succeed in our efforts, to avoid the threats?
- Do we need to grow Floorball Internationally or is the National growth enough?
- What can National Associations do to help this process?
Questions

- What do we need to do to reach the Strategic Targets 2032?

- Does the IFF and its members need to change the way of working to be able to reach new targets for 2032, if so, please explain why?

- What are the most important operations/activities that must change/be enhanced, for us to be able to grow

- Future Vision and Objectives
Recap of the Day 1
IFF President

Mr. Tomas Eriksson
Opening the Day 2
IFF Vice-President

Mr. Filip Suman
Sunday 15th

08:30 08:40 Opening Day 2 (FS)
08:40 09:35 Regional Development (10 min)
  - AOFC Projects Referee education, Ms. Binbin Lin, SFA Board members
  - Building Coach and Referee Educational Systems (VH)
  - Danish NOC Project, Carsten Nymand Provstgaard, Floorball Denmark
  - Africa Cup - source of development, Mr. Paul Maina, President KFF
  - Czech Street Floorball, Mr. Filip Suman, Czech Floorball President
09:35 09:45 Status of Future of Floorball, Mr. Martin Klabere, IFF RACC chair
09:45 10:25 - Group work: How to combine the format of Playing and closing of the Gap
10:25 10:45 Coffee break
10:45 11:45  **How to activate women in Floorball**, Ms. Kaarina Salomaa, IFF CB member
Activation workshop

11:45 12:45  **TWG 2021 (JL)**
How is USA is preparing for the Event (10 min)
Workshop: How can we make it an Event for all of Floorball
Ideas for Promotion and Activation
Best Slogan for TWG Floorball proposal will be rewarded

12:45 13:00  **Next Events**
WFC 2021 Uppsala, Sweden, Ms. Ebba Wengström, Project manager U19
WFC 2020, Ms. Anna Lindström, Director Uppsala Convention Bureau
WFC 2020 Helsinki, Finland, Ms. Hanne Pirkola, Event Director

13:00 13:05  **Recap of the Day, the closing of the IFF Associations’ Meeting (TE)**
AOFC Referee project

SFA Board Member
Ms. Binbin Lin

Recognised by the IOC   Ordinary member of GAISF

www.floorball.sport
REFeree
Education

IFF Associations’ Meeting 2019
Prepared by Ms Lin Binbin
IFF Referee, Singapore Floorball Association Management Committee
Tremendous growth in the sport has been observed in the Asia-Oceania region - Floorball continues to register interest especially amongst youths in many countries in the region.

With that, there has been growing need and potential to expand on the quantity and quality of referees.

Singapore, together with the support and partnership with IFF, aspires to lead the region in referee education.
The AOFC consists today of 15 IFF members: Australia, China, Hong Kong, India, Indonesia, Iran, Japan, Korea, Malaysia, Mongolia, New Zealand, Pakistan, Philippines, Singapore and Thailand.
Regional Partnerships (Ongoing)

Singapore-malaysia referee project that started in June 2016 has expanded beyond its conception to include referees from Indonesia and Philippines (as of 2017).

More exchange opportunities for referees to share good practices and build a learning community within the floorball fraternity in the region.
AOFC
Referee clinic

First Edition:
25 - 28 April 2019
Singapore
Mr Veli Halonen (Operations Manager of IFF, previously referee coordinator of IFF)

Mr. Sharil Ismail (Head of Referee Committee, AOFC)

Mr. Anssi Silvo, started to referee during 1996, refereed in the Finnish highest league.

Mr. Andrew Lewis, started his referee career in 1998 in Finland, refereed in the Finnish highest league.
Graduates list:
39 participants from 7 countries
Adequate and high-quality referees in the region

Aim:

With the success of the first edition, the referee clinic will be a regular annual feature utilising Singapore as a hub for Asia-Oceania Referee Development.
Building Coach and Referee educational system

IFF Operations Manager Veli Halonen
- Define what you need and define to whom you are planning it for
- Sometimes the needs are not facing the requirements
- The IFF has many different levels of education and we can together find the right ones for your people if you don’t have them yourselves
- The better you plan it, the easier it is
- Building a working system is very important
- Players usually adopt a lot of personal skill related information from the web
- Define what you need and define to whom you are planning it for
- Sometimes the needs are not facing the requirements
- The IFF has many different levels of education and we can together find the right ones for your people if you don’t have them yourselves
- The better you plan it, the easier it is
- Building a working system is very important
- Players usually adopt a lot of personal skill related information from the web
- Coaching is one of the most important individual topics in order to increase the level of the sports.

- If you don’t have the right persons, consider hiring them from somewhere else.

- Almost anyone can learn how to play and handle the ball.

- In order to develop the teams, someone needs to tell them how to play as a team, that’s also called the team tactics.
- Referees are developing along the development of the game
- The better the games develops, the better the referee get
- There needs to be a referee organization to secure the development
- International way to learn is very important
- They can bring new aspect to your educations
- You have to educate your referees
Danish NOC project

Mr. Carsten Nymand Provstgaard
President of Floorball Denmark
NOC Project ‘Movement for life Floorball’

Sunday 15.12.2019
Neuchatel, Switzerland
‘Bevæg dig for livet’ – A national vision to get people more active

25-50-75

- Floorball was one of the first sport to be part of the vision
- A cooperation between major sports institutions and Floorball Denmark
- Funding is following in the project period 2015-2017 and phase two 2018-2020. Possible phase three 2021-2024
- Individual development agreement with clubs are made
Economy and recourses

- Total economy for the project period 2018-2020 is 8.4 million DKK (1.12 million euro)
- 5 FTE in the project period
- 900,000 DKK to other expense (fx marketing, development funds, development club's agreement)
How we do it

- Daily project leader
- Floorball consultants
- Flagship, Gazelle or development agreements

Concepts

- Family Floorball
- ‘Motions Floorball’ (Recreational Floorball)
- 60+
Objectives for 2018-2020

- 8,000 new floorball players
- 50 new stable clubs
- 70 individual development agreement
- 6 regional networks where clubs can share best practice and knowledge
- 90 introduction workshops
- 4,000 more players since 2014
- Good growth rates in Kidz and 40+
- From 94 clubs in 2014 till 180 clubs in 2018
- Clubs with development agreements has grown 33% in members from ’14 til ’17
Proven concepts

- Recreational Floorball is a hit
- 3 against 3
- Easy to start (400 € for 12 stick, 20 balls, get started workshop, practice cards, rules, marketing material)
- Studies has been made that prove Floorball is good for health
Africa Cup - source of development

Mr. Paul Maina
President of Kenya Floorball Federation
PAUL MAINA

PRESIDENT

Kenya Floorball Federation
How far are we in AFRICA?
THE AFRICAN CUP
2019

Between 21st - 23rd Sep

5 Nations, 7 Teams;
Kenya, Uganda, Burkina Faso, Somalia and Mozambique, All first timers except Burkina Faso
5 Men’s teams and 2 ladies teams (Kenya and Burkina Faso)

- Kenya won in both categories
- Burkina Faso was 2\textsuperscript{nd} in both categories
- Somalia 3\textsuperscript{rd} - men
- Uganda - 4\textsuperscript{th} - men
- Mozambique - 5\textsuperscript{th} - men
What have we learnt?
Our Lessons

- There is hope for African Floorball and even more opportunities for growth
- There is great potential in the African Floorball cup developing to a championship geared towards the world championship
- The game level has greatly improved
Benefits for Kenya

- Publicity from the Media - Resulted in massive growth and Floorball interest from learning institutions
- Exposure of our players being their first official international tournament
- Development Seminar- Improved skills of our coaches
Benefits Cont’d

- Interaction and exchange of ideas amongst African Floorball leaders
- Cohesion and unity in purpose in planning for the African cup
COMMON CHALLENGES

- In adequate Equipment and grounds
- Low Funding - Both government and Corporates
- Publicity - Relatively new sport in Africa
ONE WORLD ONE BALL

- COME DEVELOP AND INVEST IN AFRICA FLOORBALL
- AFRICA- THE FUTURE OF FLOORBALL

- mainapaul69@gmail.com
- floorballkenya@gmail.com
- +254723042043
Czech Street Floorball

Mr. Filip Suman
President of Czech Floorball
What is Street Floorball

- Outdoor
- Small field - 24 x 12 metres
- 3 players on each side
- Small goals - no goalies
- 12 minutes games
Street Floorball – Main advantages

• You can play almost anywhere
• Easy to organize
• Ideal showcase for the public
• Can be a small festival
• Chance to attract partners even if you are small
• Ideal summer activity, no break for floorball
• Way to recruit new players
Street Floorball – Main advantages

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• Way to recruit new players
STREET FLOORBALL LEAGUE
Status of Future of Floorball

Mr. Martin Klabere
IFF RACC Chairman
To have a Perfect Game we need to look on all options

• The format we play with today works, but is it the ideal format for future development and closing the gap.

• We need to be open to test the alternatives and look for options – if then the Floorball Community feels that no change or some changes are needed, then that will have to be respected.
Projects within “Future Of Floorball”

- Testing of new format
- Number of teams participating in adult WFC
- Quota for adult WFC
- Euro Floorball Championship
- Calendar for international events
- Special calendar for 2022 due to World Cup in football
The different aspects of the Future of Floorball forms are a multidimensional puzzle, where the picture changes for every single change we make. It is not simply a question of the number of players, the quota for qualification or some other issues. We need to find a holistic solution for these questions.
Due to the complexity of the Future of Floorball projects the IFF central board will need guidance from it’s member federations. This will be done through consultations with the member federations so IFF Central Board can take decisions and make proposals to the General Assembly 2020.
Group Work

The objective for the group work is to discuss:
What actions shall be taken to combine the Future Format of Playing (changed or not) and with the need of Closing the Gap

1. What needs to be done?
2. What are the important factors?
3. How to drive the process?
How to activate Women in sport

Ms. Kaarina Salomaa

IFF Central Board member
How to activate more women?
Women within floorball

Junior player & Adult player

Coach

Referee

Team staff

Club leader

National leader

International leader

Recognised by the IOC  Ordinary member of SportAccord

www.floorball.org
Amount of players

350,000

23%

80,000

27,600 (8%)

52,400 (15%)

Recognised by the IOC  Ordinary member of SportAccord

www.floorball.org
Why should we involve more women?
Strengthening participation at all levels
Should the image be different for small girls?


JUST FLOORBALL.
Should the game be different for small girls?
TWG 2021
Mr. John Liljelund
IFF Secretary General
Growing number of Multi-Sport Events

- How many Multi-Sport Games can there actually be for Floorball?
- If we believe the movie Gladiator and what the Emperor Commodus said: “To solve the unrest of the people we organise games, 50 days of games”
What are The World Games

- It is a multi-sport game for 30+ sports with some Olympic IF’s non-Olympic disciplines, disciplines of the IOC Recognised federations and some non recognized IF’s
- Organised every 4 years, next in 2021 Birmingham, USA and then 2025 in Chengdu, China
- The conditions for participation is to have the best athletes
- We have now 8 teams, but only men and a quota of 14 players and one coach + the possibility to bring in 3 Extra officials.
- TWG pays the Board & Lodging in USA, participants the travel
- Around 3500 – 4000 participants
How Teams are Qualified for The World Games

- The qualifications are played at the WFC in Helsinki
- Top five countries
- Best non-European team, if ranked at least 12th
- Best Neighbouring team, if ranked at least 12th
- Host nation USA
What should be the main Objectives of the participation in the TWG?

**International**

- Promote The World Games and Floorball, also for the future
- Achieve higher recognition and awareness for the Sport
- Secure the presence of Floorball in TWG 2025
- Showcase the sport for the Olympic movement (IOC members, NOC, YOG & OG Organisers, IF Leadership)
- Strengthen the position of the National Associations towards their NOC’s
- There will be around over 50 countries participating without Floorball federations.
- Media presence
- Can boost our self-confidence
What should be the main Objectives of the participation in the TWG?

National level

- Raise the awareness of the TWG, to support our own political position
- Strengthen the relationship with the NOC’s (Czech and Germany)
- Cooperate with the other sports in your sport on The IWGA program to push
- Get the NA’s to understand the importance of participation in Multi-Sport Events
- Experience of the Multi-Sport Events should be utilized – it is a stepping stone for future development
- Help for recognition in all countries –
- Move forward in the benefit program of the NOC’s, like Germany – NOC meetings
- Expectational experience for the Athletes – as it is the highest we can reach
- Opportunity pathway for us for the Youth Olympic Games
TWG 2021 preparations and promotion

Mr. Calle Karlsson

President of Floorball USA
Workshop – in pairs

How can we make The World Games an Event for all of Floorball?
- Think of Ideas for Promotion and Activation?
- What should be the Slogan for TWG Floorball 2021 and the preparation for the Event.
Ms. Ebba Wensgström, Project Manager
Ms. Anna Lindström, Director Uppsala Convention Bureau

Women’s WFC 2021
Women’s U19 WFC 2020
IT'S ALL ABOUT UPPSALA.
Upcoming Events

Ms. Hanne Pirkola
Event Director
WFC 2020
WFC2020
Helsinki, Finland
4.-12.12.2020
WFC2020 is the biggest international sporting event in Finland in 2020
The Finnish capital is served by 60 airlines operating direct flights to over 140 cities globally. Helsinki is a gateway to Asia, with over 80 direct flights to Asian destinations weekly.

helsinki2020@elamysgroup.com
Helsinki Hockey Arena (preliminary round and quarter-finals)
Hartwall Arena (semi-finals, bronze, final)
Final Weekend Ticket Sales Has Started!
Marketing materials
**Ticket Sales Status**

- Final weekend sales started **8.11.2019**
- Final weekend package: two semi-finals, bronze game and final
- Status as of **10.12.2020:**
  - **3300** Final Weekend Packages sold
  - In addition, VIP tickets and boxes

Preliminary round and quarter-final daily tickets will be on sale in March/April 2020
→ Some reservations from clubs and partners have already been made

www.ticketmaster.fi/wfchelsinki2020
WFC2020 – partners on a journey towards December 2020
Hope -campaign

Mahdollisuksia harrastaa

Hankkeen tavoitteena on pitää ylelliset MM-kotikisoja runsaasti ja selvenää kansalaisuusperustelua yleisössä. Mahdollisuus harrastaa MM-kisoissa on selkeä ja pyrkää tavoitteeksi käynnistää.
Welcome to Helsinki in December 2020

Hanne Pirkola
Event Director
hanne.Pirkola@salibandy.fi

Minna Koivisto
Marketing and Communications
minna.Koivisto@salibandy.fi

Hanne Nyrönen
Event Production
hanne.nyronen@salibandy.fi
Recap of the Day 2 and closing the meeting

IFF President

Mr. Tomas Eriksson